

Client: Governor Gary Herbert  
 Product: media  
 Campaign: Herbert - Spot TV - General :30

## Station Order

R&R Partners  
 837 East South Temple  
 Salt Lake City, UT 84102  
 801-746-5926

Rev #: 0  
 Flight From: 09/24/2012 to 11/04/2012

Estimate No.: 400-400  
 Contract No.:  
 Job No.:

Buyer Name: Amy Pedro  
 Sweeps: Share May 2012 -> HUT/PUT Nov 11

Market: SALT LAKE CITY  
 Station: KSL  
 Station Contact: Craig Lewis

Actg. Order No.: 34403  
 WS Order No.: 33324  
 Contract No.:

				Station Gross						DMA	
Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Rate/ Total	Sep 24	Oct 08	Oct 15	Oct 22	Oct 29	Total Spots	P 35-64 (R)
1	MTWRF-- 05:00A-06:00A	EM 30	KSL EARLY TODA	\$30.00 \$180.00	2	2	2	.	.	6	0.7 \$42.86
Comment: PREEMPT W NOTICE											
2	MTWRF-- 05:00A-06:00A	EM 30	KSL EARLY TODA	\$80.00 \$320.00	.	.	.	2	2	4	0.7 \$114.29
Comment: NON PREEMPT											
3	MTWRF-- 06:00A-07:00A	EM 30	KSL NEWS TODAY	\$185.00 \$555.00	1	1	1	.	.	3	2.0 \$92.50
Comment: PREEMPT W NOTICE											
4	MTWRF-- 06:00A-07:00A	EM 30	KSL NEWS TODAY	\$400.00 \$2,800.00	1	1	1	2	2	7	2.0 \$200.00
Comment: NON PREEMPT											
5	MTWRF-- 07:00A-08:00A	EM 30	TODAY SHOW	\$600.00 \$1,800.00	1	1	1	.	.	3	2.7 \$222.22
Comment: PREEMPT W NOTICE											
6	MTWRF-- 07:00A-08:00A	EM 30	TODAY SHOW	\$950.00 \$6,650.00	1	1	1	2	2	7	2.7 \$351.85
Comment: NON PREEMPT											
7	MTWRF-- 08:00A-09:00A	EM 30	TODAY SHOW	\$350.00 \$1,050.00	1	1	1	.	.	3	2.1 \$166.67
Comment: PREEMPT W NOTICE											
8	MTWRF-- 08:00A-09:00A	EM 30	TODAY SHOW	\$525.00 \$3,675.00	1	1	1	2	2	7	2.1 \$250.00
Comment: NON PREEMPT											
9	MTWRF-- 05:00P-05:30P	EN 30	NEWS AT 5P	\$375.00 \$1,125.00	1	1	1	.	.	3	2.0 \$187.50
Comment: PREEMPT W NOTICE											
10	MTWRF-- 05:00P-05:30P	EN 30	NEWS AT 5P	\$625.00 \$4,375.00	1	1	1	2	2	7	2.0 \$312.50
Comment: NON PREEMPT											
11	MTWRF-- 06:00P-06:30P	EN 30	NEWS AT 6P	\$425.00 \$1,275.00	1	1	1	.	.	3	3.0 \$141.67
Comment: PREEMPT W NOTICE											
12	MTWRF-- 06:00P-06:30P	EN 30	NEWS AT 6P	\$675.00 \$4,725.00	1	1	1	2	2	7	3.0 \$225.00
Comment: NON PREEMPT											
13	MTWRF-- 10:00P-10:35P	LN 30	NEWS AT 10P	\$1,750.00 \$5,250.00	1	1	1	.	.	3	5.5 \$318.18
Comment: PREEMPT W NOTICE											
14	MTWRF-- 10:00P-10:35P	LN 30	NEWS AT 10P	\$2,800.00 \$19,600.00	1	1	1	2	2	7	5.5 \$509.09
Comment: NON PREEMPT											
				\$53,380.00	14	14	14	14	14	70	

Advertiser: Governor Gary Herbert  
 Campaign: Herbert - Spot TV - General :30

**Station Order**  
 SALT LAKE CITY - TV

Station: KSL

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross					Total Spots	DMA P 35-64 (R)
				Rate/ Total	Sep 24	Oct 08	Oct 15	Oct 22		
					36.0	36.0		36.0		
							36.0		36.0	

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Sep	14	36.0	\$9,720.00	\$270.00
Oct	42	108.0	\$31,550.00	\$292.13
Nov	14	36.0	\$12,110.00	\$336.39
	70	180.0	\$53,380.00	\$296.56

Comments

Campaign Remarks:

Upon receipt, fax signed confirmation of order to Amy Pedro at 702-939-4272.

All makegoods must be pre-approved by buyer and run within flight weeks/dayparts of same broadcast month.

All buys will be monitored on a weekly basis. Post logs are due to buyer on Tuesday following on-air week.

Two week standard cancellation policy applies with written notice.

Delivery guaranteed at 90-110%.

By: \_\_\_\_\_